



California Solar Initiative

Interim Marketing &
Outreach Plan
PY 2009

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Introduction

This document outlines marketing activities and materials that the California Center for Sustainable Energy (CCSE) proposes to utilize during the 2009 calendar year to implement its administrative responsibilities for the California Public Utilities Commission (CPUC's) California Solar Initiative (CSI) in the San Diego Gas & Electric (SDG&E) service territory. In accordance with Appendix A to Decision 07-05-047 (D.07-05-047, referred to subsequently herein as the Decision), we submit this plan on an interim basis, subject to Energy Division staff review and approval in consultation with the assigned Commissioner. Implementation strategies may evolve as the program proceeds, in response to the needs of the marketplace and specific customer feedback.

This Plan outlines a broad array of activities that will allow CCSE to train key industry stakeholders as well as introduce and promote the CSI to prospective market participants, customers, and the community at large. After receiving additional direction from the Commission, CCSE submits this Interim Marketing and Outreach Plan for 2009, which focuses primarily on those activities specifically called out in the Decision and Guidelines for 2008 Interim M & O Plans, Energy Division, November 2007.

Program Context

Program Summary

The California Solar Initiative (CSI) provides financial incentives to utility customers for the installation of new photovoltaic systems in commercial, government and existing residential applications. CCSE is the program administrator and implementer for CSI within the SDG&E service territory.

Program Background

In January 2006, the CPUC issued Decision 06-01-024 (D.06-01-024), which adopted funding levels and sources for the California Solar Initiative (CSI). Incentives for residential retrofit, commercial and government/non-profit photovoltaic projects previously funded within the Self Generation Incentive Program (SGIP) and California Energy Commission Emerging Renewables Program (CEC ERP) are being funded through the CSI as of January 1, 2007. Residential new construction projects will be accommodated through the CEC New Solar Homes Partnership (NSHP).

Statewide Marketing Efforts

Up to \$5 million per year will be available for coordinated state-wide marketing and outreach. Whether these funds will be directed by the CPUC or channeled toward regional efforts through CSI Program Administrators (PAs) will be determined at a later date in Phase II of this rulemaking. In the interim, D.07-05-047 specifies that each PA dedicate \$500,000 to perform preliminary marketing and outreach, focusing on basic program information and training for installers.

CCSE is eager to collaborate with the other CSI Program Administrators (CSI PAs) – and the CEC via its Go Solar Web site – to leverage marketing resources where possible. This year, planning of statewide M&O will include stronger coordination and planning among the PAs on certain topics. Collaborative activities will include sharing and streamlining collateral materials to exploit opportunities for co-branding and defining an effective strategy for developing and delivering CPUC-mandated informational materials

(such as the monthly newsletter) on an ongoing basis. Together with the other PAs, we will seek to avoid duplication of materials produced at the state-wide level. CCSE will contribute to and strive to leverage any branding materials that are developed for state-wide use.

In the interest of promoting an integrated approach to solar outreach in the state, CCSE fully expects to participate in the ongoing NSHP outreach campaign as a partner with the other CSI Program Administrators; some of the activities included here would likely count as in-kind contributions to that end.

Interim Marketing Expenditures

Efforts for the CSI will continue to focus on building increased awareness of the program itself and on core training activities. Once the institutional knowledge and infrastructure have been developed and awareness of CSI participation requirements and program benefits has been suitably disseminated among vendors, potential customers and stakeholders, future marketing activities can be increasingly customized in response to the needs of the marketplace.

Significant outreach investments in the initial years will reap long-term dividends. As awareness and installations increase and are properly promoted among prospects, vendors, stakeholders and state-wide media, the CSI will be well positioned to achieve its formidable installation goals in the latter years of the program.

New for 2009

With the passage of AB 811, AB 1969, and AB 2466, CCSE will be working with the market to ensure proper understanding of these laws as they relate to the California Solar Initiative. There is clear value in market actors knowing the landscape centered on the CSI, including the various options available to a given project. 2009 will undoubtedly bring new legislation initiatives that will impact the CSI and its direct stakeholders.

Multi-Family Affordable Solar Housing (MASH)

In support of the new MASH program, CCSE proposes leveraging local city, county, and community organizations for the majority of marketing and outreach as they already have a wide reaching involvement with the affordable housing community. With the remaining funds, we will concentrate on matching the PV contractors with the interested parties.

Primary Interim Marketing & Outreach Activities and Materials

Appendix A of the Decision specifies a number of activities and outreach materials to be included in the Interim Plans, including installer training, brochures, fact sheets, bill inserts or other direct mailings, application training video and web-based seminars. We describe each of these in turn below.

Training & Education

Installer Training

Installer training is called for in point 3.c of Appendix A of the Decision. CCSE will conduct at least one (1) installer-focused training session per month. Topics include, but are not limited to:

- Usage of the Online Tool
- Overview of the CSI program
- Handling of CSI-related paperwork

- Metering topics including technical requirements, Performance Data Providers and Performance Monitoring and Reporting Services
- Non-PV solar technologies and the CSI
- Integrating Energy Efficiency upgrades into PV contractor business models
- PV and the NEC
- Push for qualified installers to achieve NABCEP Certification
- Trainings for recently introduced PV, inverter and racking technologies
- In-depth installation training via 3rd party trainers
- Key topics for the Residential marketplace
- Key topics for the Commercial marketplace
- Key topics for the Government and Non-profit marketplaces

CCSE currently conducts regular, monthly installer trainings and has already covered the majority of the above topics. CCSE staff delivers educational material, and expert facilitators are utilized where necessary. Sessions are often planned in coordination with the other PAs in order to promote consistency across the three territories. The PAs, in conjunction with the CPUC, are working on developing consistent training materials for all regions to use.

The 2009 budget for trainings and workshops is increased for 2009, in response to strong feedback from both stakeholders and customers--this is an area that is repeatedly mentioned as a great service. Further, CCSE has begun to expand our trainings outside of CCSE's Energy Resource Center. Taking workshops directly to groups of installers and prospective solar customers is a powerful outreach tool, and allows CCSE to spread the CSI message to established groups through their ongoing periodic meetings.

Supply Chain and Customer Education & Outreach

In addition to training of installers, CCSE sponsors CSI-related workshops and events with broader appeal. These events and workshops are important to support various facets of the solar market, from encouraging new entrants to the solar industry to enabling demand for PV by educating homeowners and business decision makers about solar energy and their CSI options. Examples include, but are not limited to, the following:

- Co-sponsorship of third party workshops
 - Solar job search essentials
 - Solar installation for homeowners
- Solar for Homeowners (monthly workshop)
- Solar Commercial Case Study
- Solar for Real Estate Professionals
- Solar Week Workshops
- Facilitating events with local Chambers of Commerce and national and international manufacturing companies to understand the benefits of doing business in San Diego

Targeted Marketing Activity in Lieu of Bill Inserts

Point 3.d. of Appendix A of the Decision directs CCSE to propose "other independent mailings or target marketing activities in lieu of a bill insert." CCSE proposes continuation of three methods for large scale notifications to potential solar customers: 1) Web-based Outreach and 2) radio and television "public service" styled announcements. In addition, we are adding occasional newspaper and magazine advertisements targeted to the business audience.

Direct Mail

CCSE proposes highly targeted direct mail campaigns for 2009. Based on our experience, CCSE anticipates best responses from pieces that provide actionable messages to highly specific segments of the marketplace.

Radio - Public Service Announcements

In evaluating how to ensure as many people as possible are made aware of the CSI program, we examined the components of effective outreach. Outreach must occur at different times and with different methods. In support of reaching as many potential customers as possible, CCSE has evaluated two major providers of on-air radio tags, or Public Service Announcements. Both provide the opportunity to inform about the CSI program on a robust complement of stations that covers every demographic in the greater San Diego Gas & Electric service territory, including but not limited to talk radio, various music formats as well as Spanish language stations. Both provide broadcasts at various times of day with a varied message to be developed to the Commission's specifications. Whereas the direct mail option presents a single asset to a low-interest audience, the radio alternative will deliver approved messages several times per day on a variety of stations throughout the course of the year.

The demographics for each radio station covered in these plans is known and matches a similar demographic we would use for a targeted direct mailing. The format of the announcement is uniquely positioned just after the traffic reports – a time of extremely high listenership. Total listenership for these stations during traffic reports is 1,500,000. 64% of San Diego adults who own homes tune in at some point to one of these traffic reports. Further, this method is more inclusive of our large Spanish speaking population around San Diego and blends nicely with the current “Flex Your Power Now” radio announcements.

Television / Public Service Announcements

To supplement our radio efforts, CCSE proposes to continue and expand upon our television offerings. In 2008, CCSE began a focused television campaign. These announcements occurred during local news segments with a 10-15 second audio clip similar to our radio messaging and included static visuals showing the GoSolar and CCSE websites. CCSE arranged for much of this coverage to be provided pro bono.

For 2009, we propose expanding this to include additional footage with more live on-air offerings and/or video in addition to the static public service-styled announcements. We will make every effort to continue building publicly-funded program relationships to ensure cost-effective placement of these pieces.

Newspapers and Magazines

CSI will occasionally focus on a target marketing approach using directories such as the Annual supplements of Business Journals' and other monthly and weekly publications' directories with long-range benefits. We will create advertorials, written by solar experts that point to the value of sustainable energy from an investment perspective.

Newsletter: Stakeholders (Monthly)

Point 3.e. of Appendix A specifies that the CSI Program Administrators “coordinate on one monthly electronic newsletter” to keep all stakeholders informed on CSI program details. The CSI Newsletter will continue to be a single newsletter designed to support all PA activities. The agreed-upon newsletter version contains facts and details about the entire CSI program. It will contain direct links to the PA's

Web sites where the PAs will post details on items and events specific to each PA and relevant to the regions they serve.

Collateral

All collateral will reflect the following items as set forth in the Decision.

- Define the role of the CSI Program Administrators in the Commission's CSI program;
- Reference the Go Solar Web site;
- Maintain consistent look and feel of the Go Solar materials;
- Mention the role of Energy Efficiency as pertains to CSI – currently, the audit requirement;
- Reference CPUC role and ratepayer funding.

Brochures

A brochure outlining the basic components of the CSI program will be developed and distributed. In conjunction with other PAs, CCSE will update the existing Consumer Guide and work with the other PAs to make an online version.

Fact Sheets

Fact Sheets will complement the more general nature of the CSI Overview brochure. CCSE envisions several versions of Fact Sheets in order to address different informational needs within the marketplace. Although there are interim Fact Sheets in place, these documents are being revised for 2009.

- Residential
- Contractor
- Non-Residential
- Government/Non-Profit
- Energy efficiency

Video

Point 4.d. of Appendix A suggests that the PAs collaborate to develop of a training video on the CSI program. This item was accomplished during 2008. The PAs may collaborate to make additional videos to support CSI. Specific topics that may be covered include:

- Accessing the 12 month utility history
- Understanding your electric bill
- Selecting a contractor
- Energy Efficiency audit requirements and resources
- How solar works
- The Financial Case for Solar
- Environmental Benefits of Solar

Online Training Sessions and Resources

CCSE will further develop a series of internet-based training resources. Live trainings require the installers to decide between conducting their primary business service or attending a specific training at our location on a given date at a specific time. Usage of the internet to deliver similar trainings allows the installers to receive the necessary training at any time and any location with internet access. We feel this is a substantial and necessary service for CCSE to support its growing installer customer base.

These trainings will supplement live trainings. Content delivered via the web is both viewable and listenable by the participants. Live trainings will be recorded via the service and posted to the CCSE website. This will also allow attendees to participate in the training live and then review the entire training at a later date. An outreach to let installers know about these webinars will be included.

Bundled Outreach

CCSE handles many programs and events relevant to the existing CSI marketplace. As such, we are anticipating leveraging CSI within future outreach efforts of these other programs. In order to fairly and equitably charge CSI within these bundled efforts, we utilize the following methodology:

- Utilize CSI collateral, CSI fact sheets, and references to GoSolar website whenever possible to maximize exposure and minimize cost.
- Apportion to CSI the costs of bundled materials based on the percentage of physical real estate dedicated to CSI.

At this time, we have several events planned in which CSI will be bundled with other CCSE programs. Costs defined as bundled outreach include only unique costs not already included in other items. For example, Solar Energy Week is an annual CCSE event, which brings solar contractors, homeowners, and business owners together with a series of workshops culminating in Family Solar Day.

Alliances and Co-Promotions

Outreach to customers will occur at trade shows throughout the year, including ASES, Solar Power International, Earth Day, Home Shows, the San Diego Auto Show, and others. Neighborhood events will be developed through homeowner associations, real estate and financial institution professional associations and summer concert tie-ins. The San Diego Excellence in Energy (SANDEE) awards program reaches all three of our target markets as well.

CCSE will pursue CSI outreach opportunities through alliances to co-promote with non-profit organizations such as American Lung Association, Environmental Health Coalition, Birch Aquarium, R.H. Fleet Science Center, San Diego Foundation, and others.

Interactive Outreach

Contractors regularly report that the vast majority of solar customers in the greater San Diego Gas & Electric service area have broadband access and are increasingly relying on the Web for informational resources and bill paying. As such, CCSE has been preparing our new website for launch in 2009. The new website better supports video clips, interactive trainings and polls.

Cooperative Marketing Efforts

The PAs are working on several collaborative fronts. These primarily include a CSI wall calendar, Fact Sheet updates, online Consumer Guide and a marketing effectiveness survey. Further, we are planning our 2009 conference and trade show attendance for maximum impact.

MASH

In order to properly meet the interest in PV within the affordable housing community, CCSE proposes the following approach:

- 1) Identify which agencies work within the industry
- 2) Invite agencies to attend MASH seminar
- 3) Identify appropriate buildings
- 4) Coordinate and contact building owners
- 5) Deliver workshops

As this program has been in development, we have identified many of the agencies and have already been in contact with them. This community seems best served with targeted effort based on face-to-face interactions and we have architected our budget accordingly.

We propose hosting a series of workshops focused on integrating PV and Energy Efficiency into existing affordable housing. Invitees include the affordable housing organizations as well as PV integrators.

Whenever possible, CCSE will include MASH within its existing marketing, events, and bundled outreach activities.

Budget

CCSE PY2008 CSI Interim Marketing and Outreach Budget

Installer Training	\$100,000.00
Targeted Marketing	
Direct Mail	\$20,000.00
Interactive Outreach	\$10,000.00
Radio Tags/PSA	\$100,000.00
Television	\$75,000.00
Newsletter	\$30,000.00
Printed Collateral	\$25,000.00
Video (CCSE portion)	\$15,000.00
Online Training	\$30,000.00
Bundled Outreach	\$15,000.00
Newspaper and Magazines	\$30,000.00
Alliances and Co-Promotions	<u>\$35,000.00</u>
Cooperative Marketing Efforts	\$15,000.00
Subtotal	\$500,000.00
MASH	<u>\$25,000.00</u>
Total CSI - General	\$500,000.00
Total CSI - MASH	\$25,000.00

Summary

CCSE will use a creative, efficient complement of marketing strategies and tactics and leverage dollars with Program Administrator partners to educate the marketplace about solar technologies and improve awareness of the CSI program. CCSE's activities are undertaken with the primary goal of fully subscribing available incentive funds and encouraging the installation of photovoltaics among citizens, businesses and public agencies throughout the SDG&E service territory.